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INFO 550-02-03-ONL Information Technology Management

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Information Technology Management INFO 550 Spring 2015-Online

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Course Description

The Course is an examination of systems and technology involved in the production of goods and the delivery of services. The predominant focus is on the manager's use of information and technology to influence the design, operation and control of systems in order to enhance competitive advantage and productivity. Topics covered include analysis of current information systems, identification and assessment of an organization's strategic use of information systems (IS) and trends of information technology (IT) development. This course explores business processes and systems; it is highly integrative and will draw heavily from other functional areas in business. Current IT issues will also be explored in order for students to be aware of the intricate involvement of IT in business and personal operations.

Course Materials

We do NOT have a text book for the course but we will be using Harvard business case studies which will be available for purchase. The instructor will provide other readings via links in Canvas.

Williams College of Business Mission

"We educate students of business, enabling them to improve organizations and society, consistent with the Jesuit tradition"

How this course relates to this mission:

Technology has had a major impact on nearly every organization and on society at large. The course will critically examine these impacts via case analyses, readings on current topics, and in-depth discussions about the technology and its use in business. Ethical issues will be examined in all situations and a reflection on the topics along with future implications will be part of the course.

WCB Learning Goals and Objectives of the course:

- **Strategic Thinking and Leadership:** MBA students will formulate business strategies utilizing their understanding of the key functional areas of business and in particular know how technology can support this.
- **Ethics and Social Responsibility:** MBAs are able to foster an ethical climate in their roles and responsibilities in business and society as well as understand social responsibility as it relates to technology in business.
- **Critical Thinking:** MBAs are able to clarify problems, generate and evaluate alternatives using appropriate analytical and quantitative techniques, and draw conclusions
- **Effective Written and Oral Communication:** MBAs are proficient in written and oral communication and in particular **virtual** communication.
- **Global Perspective and Cultural Diversity:** MBAs will be able to work across cultural boundaries, whether these are geographical or societal, in that they

possess a recognition and appreciation of the global environment of business and an understanding and appreciation of diversity.

INFO550 Course goals:

Conceptual

- 1. Understand the importance of information systems within organizations.**
 - a. Students will gain an understanding of the nature of business processes and their function in organizations, and will gain an appreciation of how crucial well-designed and implemented information systems are to operations in modern organizations.
 - b. Students will gain an understanding of the strategic value of information systems in the acquisition and retention of competitive advantage.
- 2. Conceptualize information systems as socio-technical systems.**
 - a. Students will learn that information systems are a combination of people, technology, and business processes and that effective management is required for each of these components.
 - b. Students will understand the managerial implications of current technologies as they are used in modern information systems. Students will learn the nature and function of key technologies at a level sufficient to interact with technical specialists and facilitate managerial decision making.
 - c. Students will understand how IT is used as infrastructure for information systems. They will understand managerial issues relevant to acquiring and modifying IT infrastructure.
 - d. Students will understand the role “soft issues” (e.g., system adoption, human-computer interaction, change management, organizational politics and culture) play in the success or failure of information systems.
- 3. Understand how business processes are made more efficient and effective through the use of information technology.**
 - a. Students will understand how business process are arranged and managed as workflows and how data and knowledge are transferred between business processes.
 - b. Students will understand how information systems are applied in the functional areas of business. Students will understand the nature of the “silo problem” and how enterprise systems address this problem.
 - c. Students will understand decision-making as a business process and how IT is applied to inform managerial decision making.
- 4. Understand how technological and socio-technical trends impact business strategy and competitive advantage.**
 - a. Students will understand the ways in which IT can be applied to further organizational strategy and competitive advantage.
 - b. Students will understand how networking and the Internet have influenced the competitive environment.
 - c. Students will understand how current technological and social trends are influencing the current competitive environment.
- 5. Understand significant current issues in the acquisition and management of information systems.**
 - a. Students will understand how the life cycle of information systems is managed in organizations. Students will understand the opportunities and challenges inherent in various management approaches to system development.
 - b. Students will understand how current technological trends affect the management of infrastructure.

Skill-building

- Develop analytical and decision-making skills related to the application of information technology.
- Develop research and analytical skills for the acquisition of a practical understanding of information technology.
- Develop interpersonal skills useful for business communication regarding information technology.

Technology Principles to Live By:

- Principle 1 – Just because you have more IT, doesn't mean you have better information.
- Principle 2 – InfoTech's value is determined in the way you use and manage it.
- Principle 3 – If InfoTech is the solution, what is the problem?
- Principle 4 – If you identify a problem, then who will be your problem solver?

Deliverables at a Glance:

1. Current IT asynchronous presentation
2. Discussion Forum activity during term
3. Four Case Analyses
4. Three Reflections during course
5. Team Presentation on a Current Technology
6. Exam

Deliverables in Detail:

Current Information Technology Issues /Sharing in an asynchronous setting: In order to become more informed about with information technology in business, you are to locate one current information technology issue dealing with the strategic use of technology and/or information systems. Topics can be about data warehousing and big data, e-Business, outsourcing, strategy, security, social media, etc. You are to do a 5 to 7 (7 max) minute presentation of your current IT issue using the guidelines posted in Canvas. Feedback from past students has indicated that is a very valuable assignment in this course. The current issues are interesting plus this asynchronous preparation of your presentation will help prepare you for future virtual business settings. A sign-up sheet is available in the Introductory Module of *Canvas/First Assignments*. There will be a list of suggested topics but if you have an idea not on the list contact me for approval. Once a topic is taken it cannot be claimed by someone else, so sign up early.

Discussion Questions (asynchronous participation): An important element of participation in this online course is the class discussion forums in Canvas. These will be required discussions around the assigned cases and readings for each weekly topic. Discussions will be prompted by questions/statements inviting you to approach the cases and readings from a specific perspective. You may also want to compare the situation in the case to your own industry or work environment plus when appropriate add links to sites to help better understand the case and the issues in the case (if you add links you must provide a brief summary of the site so we understand how it supports your posting. Posting a link without a brief explanation of the link will not earn you any extra points.) The initial discussion forum questions serve as advance organizers to encourage critical thinking and informed participation. These are just to help get you started on your discussion. Each student posts his or her own initial thread. In addition to your original post, you should reply to **at least two** of your colleagues (two brief responses = an average score.) The purpose of this part of the assignment is to raise pertinent issues, expand the discussion, and to stimulate critical thinking regarding your colleagues' issues. You will want to respectfully challenge your colleagues' assumptions and predictions. You should visit the Discussion board every few days to keep up with the Discussions. You must NOT post everything at once but rather post a few

times across the entire week to promote discussions similar to ones that would occur in a F2F classroom. See the deliverable list to keep you organized. Create a schedule that works for you in order to keep up with assignments. The Discussion Board takes the place of F2F in class discussions and is vital for a successful academic experience. This is a collaborative experience, which adds value to the course. A grading rubric is provided in the Introductory Module for the Discussion board activity and you will also see examples of exemplary postings in the Introductory module of Canvas. **(Note: Work in the Discussion Board can ‘make or break’ an “A” grade in the course...so BE ATTENTIVE. A “10” point score on a Discussion Forum activity means that it was Excellent and involved much thought, reference to the readings, and research of a discussion point.)**

Case Summary/Analysis: Four one page (Executive Summary Format) case analyses will be submitted during the term. We will have seven cases and you can choose any four to analyze. You will find the grading analysis guide located in Canvas. For each case assignment, you should assume you were hired by the organization as a consultant. You are expected to make use of your knowledge of IS management, provide objective opinions on the organization’s problems, and provide realistic options for actions in the organization. In **one page only**, briefly identify the Key issues; Statement of the problem using a short SWOT analysis; Recommendations; and, Brief discussion of some ethical issue in the case. Update the case with news and recent facts (include the links) relating to the case (with a fictitious case provide current info on the topic itself and corporations dealing with this issue.) You will find examples and a grading rubric along with the required format guide in the Introductory Module of Canvas.

Team Project Presentation (asynchronous presentation and discussion)

The presentation project is to be done in teams and will be posted for review by the rest of the class. Teams will be randomly created and posted in the “Introductory Module” of Canvas. This will be similar to your individual presentation but it will go into more depth on a business information technology topic such as: Business Intelligence, Future of Health Care and Electronic records, Security issues for an organization, a Supply chain model for a business, Outsourcing advantages/disadvantages, Human Resources and Information Technology applications, Social networking in Business, RFID, Technology in Manufacturing, Videoconferencing Benefits and Challenges, Mobile Technology, Cloud Computing, Social Networking, and so on. The presentation is to discuss how information technology influences and is used in **business**, **not** just a discussion of the technology, but rather a presentation about information technology in a business sector(s). It will be 20 to 25 minutes in length and will be posted to the Discussion Forum for class review.

Step One—Meet Your Team

- Meet virtually with your team. Identify a contact person for the team and have that person email me the team member names (crable@xavier.edu). (Contact person is the facilitator but is not responsible for doing the whole project. He/she will post the final set of slides and Reference page to **the Discussion Board Forum for Presentations** and I will contact this person when I need to contact your team.)
- Arrange virtual meetings (text and voice capability), in such tools as Skype or Google Hangout or a tool that you use in work environment. Decide on your topic and send it to me for approval, divide up the responsibilities, and begin your research.
- Be sure to send your topic to me for approval as soon as your group decides on one to “lock in” the topic for your team. You can send me a date choice as well.

- There will be a team evaluation required of all members of the team at the end of the term. This will be used as part of your final Group grade. It is a private submission and will not be shared.

Step Two—Prepare a Detailed Outline

- A detailed outline of the research project is due from each group later in the term. You can send me a high level outline any time before the due date if you would like some guidance. Check the deliverable list for the due date.

Step Three—Class Presentation

- The class online presentation will be archived and should be approximately 20-25 minutes long (plan carefully and do not run over your time since you will lose points if you go over 25 minutes.) You can use a Zoom session, Google Hangout or another meeting tool to archive your presentation or you can record it using PowerPoint and/or convert to YouTube as you did for the individual virtual presentations. All members should participate in the presentation but members do not necessarily need to participate the same amount of time. Post your file by Sunday of the due date week.

Reflection Activity: Reflection blogs will be submitted during the term for the purpose of discussing past weeks' topics and experiences. You are to submit three to four paragraphs about what you think were some key points and reactions to topics and how these relate to you or your work environment. (See the **Deliverable list** for the exact due dates and see the Rubric Grading and examples in the Introductory Module of the course.)

Reflections should include, but not be limited to:

- How will the information from the past few weeks influence/benefit you in your work experience?
- What's your greatest "take away" from the past few weeks?
- What readings/activities were most/least beneficial? Why? Or why not?
- How is the online experience working for you? How could it be improved?

Exam

Final Activity is an essay exam. More details will follow and examples will be available in the Introductory Module of Canvas.

Grading:

Point totals will be distributed as follows:

Individual Current Event Presentation Activity	15%
Four Case Analyses	15%
Discussion Forum Participation	35%
Team Presentation	15%
Three Reflection Private Posts	10%

Exam	10%
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A	96 to 100	C+	77 to 80
A-	91 to 95	C	73 to 76
B+	87 to 90	C-	70 to 72
B	84 to 86	D	below 70
B-	81 to 83		

Academic Integrity:

Cheating (using or attempting to use unauthorized materials in an academic exercise), fabrication (falsifying or inventing information), facilitating academic dishonesty (helping or attempting to help another commit an act of academic dishonesty), and plagiarism (representing the words or ideas of another as your own and not citing the source) will result in a grade of F for the course. If you have any doubt about whether you're plagiarizing, ASK. **Students have been dismissed from Xavier for plagiarism. Be sure to cite all sources used in any work you turn in for credit.**

Special Needs:

If you have any special needs related to your participation in this course that may influence your performance you should contact me to arrange reasonable provisions to ensure an equitable opportunity to meet all the requirements of this course.